C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 31

More Minnesotans are turning to KSTP for news.

We know how to reach Minnesota. That means we know how to reach your target audience. In fact, we're the only television station in the ADI with year-to-year growth in all three evening newscasts.*

As you plan your Minneapolis/St. Paul/Alexandria buy, remember that from the first thing in the morning to the last thing at night, more of your target audience is turning to Minnesota's News Channel.

KSTP TV
SAINT PAUL
MINNEAPOLIS

Angela Astore and Randall Carlisle, weeknights at 6 and 10.

*Source: Arb, 5/88, 5/89.

Represented nationally by Petry Television, Inc.

RETRIEVAL MD 20814
4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
SKI ALD
23145RI ATB501 ZWZ
*********S-DIAL 20814

58th Year 1989

Europe-U.S. program quota dispute airs on Hill

Vol. 117 No. 5

Broadcasting Jul 31

Time-Warner merger: done deal...

Delaware Supreme Court decision paves way for formation of world's largest media company and raises questions over Paramount's next move. **PAGE 19.**

Spectrum fees no longer threat...

Broadcasters achieve victory on Hill with Senate Commerce Committee's exclusion of fees from its budget package. **PAGE 19.**

CBS's new strategy...

Network says it will alter its pilot development process, possibly staggering debut of pilots across 12-month period. **PAGE 20.**

CBS's Kim LeMasters at press tour

22/ ***EUROPEAN PEACE OFFERING***

British media mogul Robert Maxwell, during House hearing on overseas program

Maxwell

quotas, calls for partnership between U.S. and Europe.

23/ ***OVER-AIR LOOK***

Some cable systems are moving to program their own cable channels with syndicated product.

27/ ***VIEW FROM HOLLYWOOD***

Lorimar Television's David Salzman addresses outlook for Hollywood, networks and industry as whole, in this "At Large" interview with BROADCASTING editors.

36/ ***SPANISH BOYCOTT***

College professor charges Univision and Telemundo are ignoring programing needs of Mexican-American community in Southern California.

37/ ***DOWNEY'S NEXT MOVE***

Morton Downey Jr. says he will be involved in two programs—one radio, one TV—for Genesys Entertainment.

38/ ***IMPROVING OPERATIONS***

Radio Free Europe/Radio Liberty begins operating from state-of-art master control facility in Munich.

40/ ***CORNERING SPORTS MARKET***

INTV launches push to warn public of migration of sports programing from free TV to pay television.

40/ ***BECOMING 'BLACKOUT-FREE'***

Turner Broadcasting System says it will protect cable systems carrying its superstation WTBS(TV) Atlanta against any syndex-related action brought by broadcasters or FCC.

41/ ***NEWS SIMULATION***

ABC News apologizes for its slip in identifying simulation used during *World News Tonight* broadcast.

44/ ***GROUP REVENUES***

TV groups report mixed second-quarter results.

47/ ***MISSED DEADLINE***

Commerce Department officials delay unveiling of government's game plan for developing strong U.S. HDTV industry.

48/ ***INPUT FROM THE RIGHT***

Religious right and anti-indecency groups lobby on Capitol Hill and at White House to promote their candidate for FCC chairman.

50/ ***EXTENDED BORDERS***

National Football League committee to finalize details of new spring World League of American Football.

71/ ***KEEPING LAW AND ORDERS***

Negotiations of King World's Stephen Palley have helped company secure key deals for such shows as *Wheel of Fortune, Jeopardy!* and *The Oprah Winfrey Show*.

DEPARTMENTS

Advertisers Index	70
At Large	27
Business	44
Cablecastings	51
Changing Hands	46
Closed Circuit	4
Datebook	14
Editorials	74
Fates & Fortunes	67
Fifth Estater	71
For the Record	52
In Brief	72
International	50
Law & Regulation	47
Masthead	16
The Media	40
Monday Memo	17
On Radio	38
Open Mike	16
Programing	36
Riding Gain	39
Satellite Footprints	42
Stock Index	43
Syndication Marketplace	37
Where Things Stand	9

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* $115, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Direct Broadcast Satellites

■ FCC commissioners at last minute dropped from July 13 open meeting agenda consideration of latest round of direct-to-home broadcast satellites (DBS) applications. Among related issues on which FCC was expected to rule was proposal to accommodate most applicants by limiting each to half-nation 16-channel services from two orbital slots. Due to spectrum shortage and concentration of requests in only four of eight positions in separate orbital arc, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Comments on proposal last January were mixed, with most accepting channel limitation but some requesting that FCC allow full-nation service from single position, at least initially, saying two-satellite cost could make startup too expensive. Petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises is also pending.

Calling high-power DBS "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June 1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appear willing to bypass the increasing MSO bottleneck. Other applicants, including Dominion Satellite Video, disagree, saying narrowcast approach is viable.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Among applicants proposing to launch services as early as 1992 are Tempo, Hughes Communications, operator of two C-band cable programing satellites, and group broadcaster Hubbard Broadcasting.

High-Definition TV

■ Ri[illegible] Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of $30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional $50 million to DARPA for HDTV project.

On Sept. 1, 1988 FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill Nov. 16, 1988.)

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite and on whether satellite carriers in marketing of signals discriminate against noncable-affiliated distributors.

Indecency

■ Religious right and anti-indecency groups are up in arms over FCC nominees. Groups feel FCC has done little to solve problems of "shock radio" and "trash television" and are pressuring White House and Hill to accept their candidate for FCC seat (see page 48).

Senate has adopted legislation targeting violent, sexually explicit and drug-related programing. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programers to get together to self-regulate. House Judiciary Committee passed bill targeting violence last month. Judiciary chairman Jack Brooks (D-Tex.)

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
[illegible]	[illegible]	[illegible]	[illegible]
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
[illegible]	[illegible]	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
[illegible]	[illegible]	[illegible]	[illegible]
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

and Sciences, New York chapter, drop-in luncheon. Speaker: Thomas Burchill, president and CEO, Lifetime Television. Copacabana, New York. Information: (212) 768-7050.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 21-22—39th annual Broadcast Symposium, sponsored by *Institute of Electronic and Electrical Engineers/Broadcast Technology Society*. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 22—*Society of Broadcast Engineers, chapter 22, central New York*, annual regional convention. Convention Center, Sheraton Inn, Syracuse, N.Y.

Sept. 22-24—*Maine Association of Broadcasters* annual convention. Marriott hotel, Portland, Maine.

Sept. 22-27—Cinetex '89, international film and television festival, market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

Sept. 24-26—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

■ **Sept. 25-29**—*National Association of Broadcasters* training course for satellite uplink operators. Tyson's Corner Marriott, McLean, Va. Information: (202) 429-5350.

Sept. 26—*National Academy of Cable Programming* fourth annual forum. Waldorf Astoria, New York. Information: (202) 775-3611.

Sept. 26-30—10th anniversary conference of *Midwest Radio Theater Workshop*. Columbia, Mo. Information: (314) 874-1139.

Sept. 27—*Walter Kaitz Foundation* annual awards dinner, this year honoring J. Richard Munro, chairman and CEO, Time Inc. New York Hilton and Towers, New York.

■ **Sept. 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **Sept. 28**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Niles, president, 1125 Productions and Captain of America, on HDTV. Copacabana, New York. Information: (212) 768-7050.

Sept. 28—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

Sept 28—*Bay Area Society of Television, Advertising and Radio* second annual auction/dinner/dance. Hotel Nikko, San Francisco. Information: (415) 765-8804.

■ **Sept. 28**—*Southern California Broadcasters Association* business development seminar. Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

Sept. 29—Deadline for entries for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television, Ohio State University*. Information: Phyllis Madry, (614) 292-0185.

October

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 1-4—*Association of National Advertisers* annual convention. Theme: "Critical Issues Facing National Advertisers." Homestead, Hot Springs, Va. Information: (212) 697-5950.

The Fifth Estate

Broadcasting
incorporating
TELEVISION

Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, *publisher.*

Editorial
Donald V. West, *managing editor.*
Mark K. Miller, Harry Jessell, *assistant managing editors.*
Leonard Zeidenberg, *chief correspondent.*
Kira Greene, *senior news editor.*
Matt Stump, Kim McAvoy, John S. Eggerton, *associate editors.*
Susan Dillon, A. Adam Glenn *(international), assistant editors.*
Randall M. Sukow *(technology).* **Peter D. Lambert, Joe Flint, Kristina I. Hoyt,** *staff writers.*
Anthony T. Sanders, *systems manager.*
Todd F. Lowle, Ed Kaltz, *production.*

Broadcasting □ Cable Yearbook
David Seyler, *manager.*
Joseph A. Esser, *associate editor.*
Deborah Segal, *assistant manager*
Paul Muller, Francesca Tedesco,
Tracy Gilliam-Turner, *editorial assistants.*

Advertising
Washington
Kenneth W. Taishoff, *vice president, sales and marketing.*
Robert (Skip) Tash, *Midwest and Southern regional sales manager.*
Doris Kelly, *sales service manager.*
Debra DeZarn, *classified advertising manager.*
New York
Joseph E. Ondrick, *East Coast regional sales manager.*
Randi B. Teitelbaum, *sales manager.*
David Berlyn, *senior sales manager.*
Yedira Crawford, *advertising assistant.*
Lewis Edge & Associates, *(East Coast equipment and engineering): 609-683-7900; fax: 609-497-0412.*
Hollywood
John R. Russel, *West Coast regional sales manager.*
Sandra Klausner, *editorial-advertising assistant.*
Schiff & Associates *(Western equipment and engineering): 213-393-9285; fax: 213-393-2381*

Circulation
Kwentin K. Keenan, *circulation manager.*
Patricia Waldron, *data entry manager.*
Keith Brody, *subscription service manager.*
Joseph Kolthoff, Jenza L. Woods, *circulation assistants.*

Production
Harry Stevens, *production manager.*

Administration
David N. Whitcombe, *vice president/operations.*
Philippe E. Boucher, *controller.*
Tracy Henry, *assistant controller.*
Albert Anderson, *office manager.*
Nancy Miller, *personnel administrator.*
Marsha L. Bell, *receptionist.*

Corporate Relations
Patricia A. Vance, *director.*
Catherine F. Friday, *secretary to the publisher.*

Bureaus
New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, *chief correspondent.*
Stephen McClellan, *chief correspondent (programing).*
George Mannes, Rod Granger, Lucia Cobo, *staff writers.*
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, *staff writer.*

Advertising Representatives
Pattis/3M: Chicago *312-679-1100; fax: 312-679-5926;* **New York** *212-953-2121, fax: 212-953-2128;* **Los Angeles** *213-462-2700, fax: 213-463-0544;* **Hawaii** *808-545-2700, fax: 808-599-5802;* **Toronto** *416-482-6288, fax: 416-482-9207;* **London** *(01) 427-9000, fax: (01) 427-5544.*
□
Japan *(06) 925-4452; Telex: 02423928.*
□
Broadcasting Publications Inc.
A Times Mirror Business Publication
Lawrence B. Taishoff, *president.*
Kenneth W. Taishoff, *vice president.*
Donald V. West, *vice president.*
David N. Whitcombe, *vice president.*

Founded 1931. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972 □ ® Reg U.S. Patent Office. □

Copyright 1989 by Broadcasting Publications Inc.

Open Mike

Good idea

EDITOR: The proposal by Richard Arsenault to rescue standalone AM stations by allowing them to simulcast over FM (BROADCASTING, June 26) is one of the best ideas that has come along for AM in a long, long time.

WVMT, our station in Burlington, Vt., is a standalone AM and does a superior job—in fact, an outstanding job—in serving its listeners, its community and its advertisers. It has been doing it for 27 years and has won all sorts of awards for outstanding service to the community.

Now all of a sudden, we are faced with two AM-FM combinations selling at one rate, plus one high-power, independent FM. It is becoming more difficult each month and each year to maintain the pace that we've enjoyed and the success that enables us to do all the things that make us a real outstanding community radio station.

Mr. Arsenault's suggestion is one that will save AM. With a low-power FM, we could compete within the primary marketplace and maintain the kind of superior broadcasting for which we have gained such recognition.

We've invested thousands of dollars in AM stereo to try to keep pace but it hasn't done the job, unfortunately, because the FCC hasn't selected one system and there are not enough AM stereo sets out there to make it worthwhile.

Naturally, the FM stations are going to want to beat their breasts to try to sidetrack the proposal, but they're doing so well that these stations that Mr. Arsenault proposes will not affect their income adversely and certainly, the way it's set up, won't affect their signals.

Just take a look at what FM stations are selling for and then take a look at what AM stations are selling for. The discrepancy between the prices is appalling—even in the same market. It is a sad commentary for the true broadcasters who have devoted their money and their careers to AM radio.

In adopting this proposal, the FCC can give AM's their second opportunity—one they deserve.—*Simon Goldman, president, WVMT (AM) Burlington, Vt.*

Downey to work on new radio, TV projects

Morton Downey Jr. announced last week at a press conference in New York his involvement in two projects—one for radio, and one for television—with Genesys Entertainment, a division of Florida-based Genesys Real Estate Corp.

Downey said he will be the "spokesperson" for a nationally syndicated radio show, *America's Listening*, consisting of "nonabrasive" two-and-a-half-minute segments airing twice daily, Monday-Friday. Scheduled to begin toward the end of September, the segments will consist of commentary and perhaps news, and "I will have input to all of it," Downey said. He also "assumes" the show will have sponsors. Producers for *America's Listening* will be America's Listening Corp., a division of Genesys, Downey said.

Additionally, Downey said he will star in a Genesys-produced sitcom about a country singer with three daughters. This project is expected to be available in mid-January.

At press time last week, a spokesman for Genesys told BROADCASTING he had no comment, except to say that Downey was working with the company's entertainment division, and that a fuller statement would be issued later in the week. Genesys is not associated with Genesis Entertainment, syndicators of *The Judge*, *The Byron Allen Show* and *Highway to Heaven*, among other programs. □

Syndication Marketplace

After Hours, syndicated latenight strip premiering Sept. 18, has cleared over 100 stations including 48 of top 50 ADI's, representing coverage in over 80% of U.S. market. On-location magazine show has new clearances with WTSP-TV Tampa, KCPQ-TV Seattle, WCAY-TV Nashville, WSYX-TV Columbus and WNOL-TV New Orleans. **Worldvision Entertainment Inc.** is distributor of half-hour barter program.

□

Batmania emanating from Warner Bros. summer theatrical release, **"Batman,"** continues to help sales of 23-year-old off-network series of same name distributed by **Fox Syndication.** So far, 51 stations covering 41% of country had picked up show in multi-year cash deals, Fox said, up from 18 stations at beginning of year. Show is turning in strong ratings in some major markets, including Los Angeles and Washington. It's placing second in time period on Fox-owned stations in both those cities.

□

World Events Productions reports that its children's program, *Denver, The Last Dinosaur*, which expands from weekly to strip in fall, has been picked up by 122 stations covering 82% of the country. Eighteen of top 20 markets have been cleared for barter show (with 2½ minutes national/3½ local spot split), including all seven Fox-owned stations.

□

Jeff Androsky and Dan Weyand, former producer and director of *Eye On L.A.*, have been named supervising producer and producer, respectively, for **Worldvision Enterprises Inc.**'s *After Hours*. Cleared in 90 markets, including all of top 10, *Hours* premieres in September.

□

MCA TV has entered exclusive agreement with former Los Angeles on-air personality Christina Ferrare and her production company, Uptown Productions, to produce syndicated daily talk show. Program is in development for fall 1990, and MCA TV President Shelly Schwab said in prepared statement that production "will commence shortly."

NBC wins week 44 with 10.8/21; CBS takes news, 9.3/20

Nielsen		Net		Show
1.	17.4/31	A		Roseanne
2.	17.4/32	N		Cheers
3.	16.5/31	N		Different World
4.	16.4/33	N		Cosby Show
5.	16.0/29	N		Dear John
6.	15.1/32	N		Golden Girls
7.	15.0/31	N		Empty Nest
8.	14.3/29	N		Hunter
9.	14.2/25	C		CBS Sunday Movie
10.	14.0/26	A		Wonder Years
11.	13.9/30	C		60 Minutes
12.	13.7/27	A		Who's the Boss?
13.	13.6/25	N		L.A. Law
14.	12.8/25	N		Unsolved Mysteries
15.	12.7/22	A		Coach
16.	12.5/22	C		Newhart
17.	12.2/21	C		Designing Women
18.	12.0/26	A		Full House
19.	11.9/21	N		NBC Sunday Movie
20.	11.8/24	A		Growing Pains
21.	11.5/22	A		Just the Ten of Us
22.	11.5/21	N		Night Court
23.	11.4/22	N		Matlock
24.	11.3/20	C		Jake and the Fatman
25.	11.2/23	A		Mr. Belvedere
26.	11.1/20	N		Hogan Family
27.	11.0/22	A		20/20
28.	10.9/19	N		NBC Monday Movie
29.	10.8/20	C		Doctor, Doctor
30.	10.8/20	F		Totally Hidden Video
31.	10.7/19	A		ABC Saturday Movie
32.	10.7/19	C		Murphy Brown
33.	10.7/22	F		America's Most Wanted
34.	10.6/21	N		ALF
35.	10.6/20	N		Midnight Caller
36.	10.5/21	C		Paradise, special
37.	10.3/23	N		Amen
38.	10.2/23	A		Perfect Strangers
39.	10.1/18	N		In the Heat of the Night
40.	9.4/18	A		MacGyver
41.	9.4/17	F		Married...With Children
42.	9.2/17	C		CBS Tuesday Movie
43.	9.1/17	A		thirtysomething
44.	8.9/18	A		Philby
45.	8.8/16	C		Wiseguy
46.	8.8/21	N		My Two Dads
47.	8.7/16	C		Equalizer
48.	8.6/15	A		ABC Monday Movie
49.	8.5/15	N		Knight and Daye
50.	8.2/16	C		CBS Friday Movie
51.	8.1/15	A		China Beach
52.	8.1/15	N		Miami Vice
53.	7.9/14	A		Hooperman
54.	7.7/17	N		Highway to Heaven
55.	7.6/13	A		Robert Guillaume Show
56.	7.1/14	N		Magical World of Disney
57.	7.0/13	C		Fresno, part 1
58.	6.9/14	A		ABC Saturday Movie
59.	6.9/14	N		NBC Friday Movie
60.	6.5/14	A		Incredible Sunday
61.	6.4/13	C		West 57th
62.	6.4/14	F		21 Jump Street
63.	6.1/12	A		ABC Thursday Baseball
64.	6.1/14	C		Paradise
65.	6.1/13	C		Tour of Duty
66.	5.9/14	F		Cops
67.	5.9/10	F		Tracey Ullman Show
68.	5.7/12	A		Have Faith
69.	5.6/10	C		Cavanaughs
70.	5.5/13	A		Mission: Impossible
71.	5.4/10	C		Coming of Age
72.	5.4/11	C		Fresno, part 4
73.	5.3/10	C		Fresno, part 2
74.	5.2/10	C		Fresno, part 3
75.	4.8/11	C		Fresno, part 5
76.	4.0/9	N		Jim Henson Hour
77.	3.9/8	F		Reporters
78.	3.8/7	F		Duet
79.	3.8/7	F		Garry Shandling's Show
80.	2.9/6	F		Beyond Tomorrow

Syndication Scorecard *

(Week ending July 16)

	Rtg.	Show	Stns.	Covg.
1.	11.7	Wheel of Fortune, synd.	227	98
2.	10.6	Jeopardy!	211	98
3.	10.4	Univ. Pictures Debut	136	95
4.	8.4	Cosby Show	198	98
5.	8.1	Star Trek	231	97
6.	7.7	Oprah Winfrey Show	212	99
7.	7.3	Wheel of Fortune, wknd	202	91
8.	6.6	Current Affair	147	91
9.	6.3	Entertainment Tonight	169	93
10.	5.8	Donahue	228	98
11.	5.4	Geraldo	202	99
12.	5.4	People's Court	187	93
13.	4.9	Friday the 13th	216	96
14.	4.9	Star Search	150	95
15.	4.8	Mama's Family, syn.	189	93
	5.1	Wrestling Network	148	91
	8.8	World Wrestling Fed.	252	97

* Nielsen syndicated weekly pocketpiece

© 1989 Nielsen Media Research, Arbitron

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, Pgs. 4, 16, 22, 30,

31, 32, 37, 38, 40, 42, 44,

45, 46, 47, 48, 50-62, 67, 83